

Are we wise or sentimental to sell clothes at cost?

In the light of today's conditions—is it good business to sacrifice today's *profits* for tomorrow's *friendships*?

WE STARTED something when we started this combination "Suit and Overcoat" Sale. Never in the history of New York has any single clothing event been so widely talked about.

And ACTED upon!

Each day the crowds grow—an all-day stream of men [and their women-folk] to our five salesrooms—coming to see the clothes dollar perform as it has not performed in years.

T.R.T

"But where is the fun for you," asks the skeptic, "if you serve these crowds at cost?"

"Opportunity!" That's our answer.

"The opportunity of a generation for any manufacturer to make permanent friends and

boosters for tomorrow, by sacrificing his profits of today."

This community needs capacity activity in all of its shops and stores and counting rooms. Buying a-plenty—and selling a-plenty—that means jobs and good times a-plenty.

It's a matter of sound business, as well as community spirit, for every manufacturer to do all that he can do to stimulate this activity—regardless of present profit and loss!

There'll be gratitude enough, and dividend enough, in the sunny days just ahead, for the merchant who fearlessly backs this far-sighted policy.

T.R.T

In our new and entirely unique suit and overcoat combination plan, we are doing

two big things for New York clothes buyers.

[1] Giving them the substantial saving we effect—in selling and making costs—by closing and handling two transactions as one—and sending these "Double Header" orders through our shops together.

[2] Lopping off all present profits for the sake of future good-will—and doing our share to stimulate a tidal wave of buying and selling.

We're getting all the reward we want right now, in the song of a thousand humming sewing machines on the 10 acre floors of our shops.

That's music to us—to our employees—and to New York.

Morris Zehon
President, The Royal Tailors

—a Suit and an Overcoat made to your order at \$10 less than our famous "wholesale maker's" prices

Group One The Feature Values



A very remarkable selection of pure woollens at this price. 1500 varieties in fabrics and fashions for your choice.

Suit to order \$30

O'coat to order \$30

Total, \$60

Combination Price, \$50

Group Two De Luxe Group



Superfine Worsteds, woven from Australian and South American wool—our own designs in all the popular shades and tones.

Suit to order \$36

O'coat to order \$36

Total, \$72

Combination Price, \$62

Group Three Banker's Special



A specialized showing of rich business suitings and overcoatings, Tweeds, Cheviots, Twill Flannels, Kerseys, Serges, Meltons.

Suit to order \$42

O'coat to order \$42

Total, \$84

Combination Price, \$74

Group Four The Gold Medal



The last word in woolen and worsted quality, at the least word in price; exclusiveness without expensiveness; elegance without extravagance.

Suit to order \$48

O'coat to order \$48

Total, \$96

Combination Price, \$86



UNLIMITED FABRIC CHOICE

You make your selection from a \$2,000,000 woolen stock—the largest and finest in the world—grouped, as to price, according to the above four classifications.

ORDER ANY COMBINATION

You can order any combination you like—a suit at \$30 and an overcoat at \$30; or a suit at \$30 and an overcoat at \$42—and so on. You get \$10 reduction on the combined price of the two.

DELIVERY IN TEN DAYS

There are no delays nor uncertainties in Royal Tailor Service. You order today, your suit and overcoat will be ready ten days from today. Always on time—no "ifs or ands"!

SATISFACTION OR MONEY BACK

Every Royal order is accepted on this contract—it must please and satisfy you in every respect—or we will not let you take it; nor pay one penny. And you are the sole Judge and Jury.



ORDER
TODAY
—READY
10 DAYS
FROM
TODAY

ORDER THROUGH OUR FIVE CONVENIENT SALESROOMS

42nd and Fifth Avenue

14th and University Place [Union Square Near Broadway]

Park Row and Beekman

* Columbus Circle, 1823 Broadway

* 202 West 49th Street [Near Broadway]

* These stores open evenings until 9. Others 8:30 A.M. to 6 P.M.

ORDER
TODAY
—READY
10 DAYS
FROM
TODAY

The Royal Tailors

NEW YORK • CHICAGO • MINNEAPOLIS • ST. PAUL • MILWAUKEE AND 10,000 OTHER CITIES AND TOWNS

KNICKERS FOR WOMEN! We Make Them To Order